A Any Road

60 Must-Have Post-Event Survey Questions

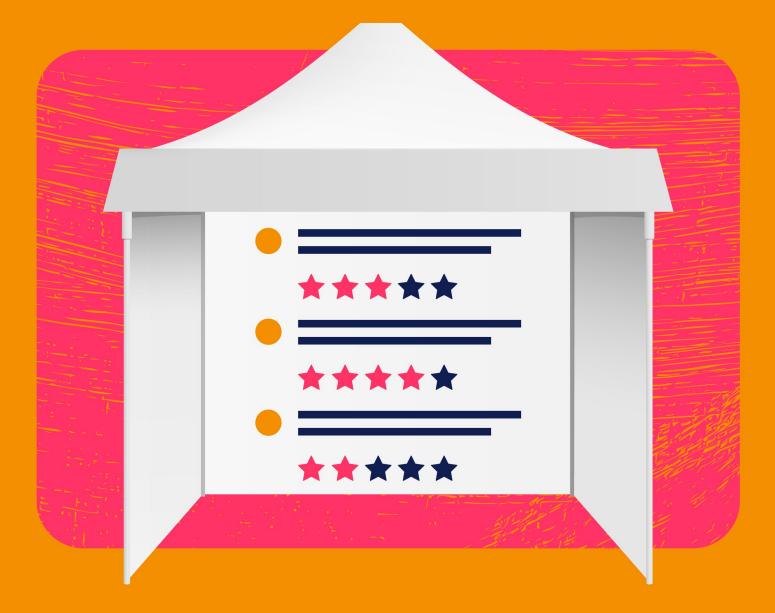


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Introduction

Brand events aren't just one-and-done moments in time; they're for growing your consumer base! With the right event, you can transform an attendee into a brand ambassador; but how do you know if you've done it?

Use this handy feedback question checklist to make sure you're asking the right questions to better understand your consumers and identify opportunities for growth.

Coke





Net Promoter Score (NPS) Questions

A net promoter score is one of your brand's most important numbers! This 1-10 rating shows how your brand is perceived and can show the impact of your events when asked both before and after the event.

This is also a great question to ask before your event, as well as after, so you can fully understand how your experience changed attendee opinion.

Tip: A good NPS score is considered positive (>0), excellent above 50, and world-class if above 70.



Rating 1-10: How likely are you to recommend [brand] to a friend?



We're glad you had a great time! Please tell us why you selected the rating 10 out of 10. Direct feedback like yours is incredibly important to us.

OR



Please tell us why you selected the rating 5 out of 10.

Phrasing for **2** and **3** are dependent on the score the guest leaves.

Experience Feedback

Don't just take for granted that your experience went well. Learn more about what your attendees thought of the event, and what you can do better next time. Who knows; they might even have some ideas for new experiences you hadn't thought of!



What were your main takeaways or feelings about this experience?

How did this experience compare to other similar experiences you have attended in the past?



How was our staff?



- Who was your tour guide? / Who facilitated your experience?
- **9.** ¹

8.

Were you satisfied with the length of the experience?



Were you satisfied with the amount of other attendees at the experience?



Were we able to meet your expectations?

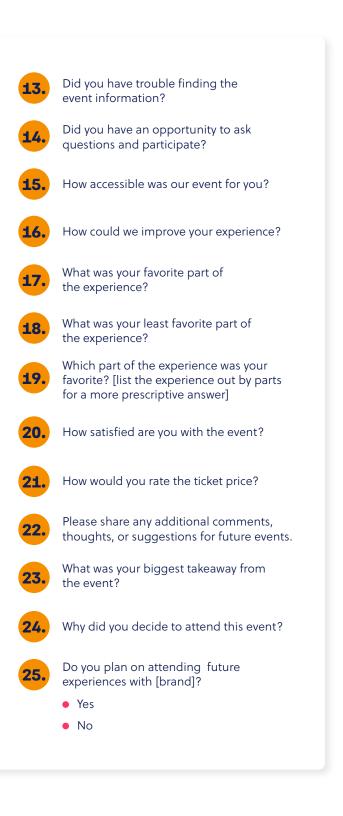
- Yes, completely
- Somewhat, yes
- Neither yes nor no
- Somewhat not
- No, not at all



If you could change just one thing about your [brand] experience, what would it be?







Purchasing Behavior

Feedback can be a great way to understand how consumers buy and use your product! Ask these questions to learn about purchasing behavior.

26.

In the past 6 months, how often have you purchased [brand] products?

- Weekly
- Monthly
- Occasionally
- Never

Please choose the answer that best completes the sentence: 'This experience made me _____ to purchase [brand] at my [location].'

- Much more likely
- More likely
- Not more likely or less likely
- Less likely
- Much less likely

Brand Impression

How do your consumers feel about your brand? These feedback questions should help you learn where you win, and where you can improve.

These are also great questions to ask before your experience as part of the ticket reservation process (if you have one).



What do you like most about [brand] products?



If you could change just one thing about [brand] products, what would it be?







How would you rate the value for money of [brand] products?

- Great value for the money
- Good value for the money
- Okay value for the money
- Poor value for the money
- Bad value for the money
- No value for the money

How would you rate the quality of [brand] products?

33.

35.

36.

- Very high quality
- High quality
- Neither low nor high quality
- Low quality
- Very low quality

How would you describe [brand] products?

Which of the following words would you use to describe [brand] products? Choose all that apply.

I think that [brand] is... (please select all that apply)

[brand] is a brand that is associated with [adjective describing the brand].

- I totally agree
- I partially agree
- I neither agree nor disagree
- I partially disagree
- I totally disagree

[brand] is [activity that speaks to a core brand value, e.g. "supporting the local economy / local businesses"].

- I totally agree
- I partially agree
- I neither agree nor disagree
- I partially disagree
- I totally disagree

Consumer Demographics

Ask these questions to understand your audience and build a better consumer profile. Like the previous section, these are good pre-experience questions to ask during the registration process.





Consumer Psychographics

Psychographics are a little different from demographics. Where demographics represent who your consumers are, psychographics are how they feel and behave. This is important when you're creating experiences for certain kinds of people and knowing what they care about and what language to use to speak to their interests.ask during the registration process.

Consumer psychographic questions are measured on a different interval scale as statements with the following answer selections:

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly Agree

50.



I prefer private, VIP experiences instead of large events.

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Marketing Efficacy

It always helps to understand where your visitors are coming from. Know what marketing spend works to double down and scale. Ask before the experience when these are fresh in visitor minds!





First and Secondary Marketing Opt-In

Make sure you can reach out to your attendees after the event! The second response supersedes the first response when you ask this, legally, but you are also likely to get more responses post-experience. Ask this twice – once at the event and in your follow up.



I want to receive promotional messaging, including emails and text messages, from [brand].

- Yes
- No

Can't decide on questions? We have your back.

